

Letter from the Board Chair

Dear Wake County Smart Start friends,

As we reflect on the 2023-2024 fiscal year, I am inspired by the collective impact we've had on the lives of young children and families in our community. Together, we've made significant strides toward our mission of investing in young children, their families, and a connected early childhood system that prepares them for school and life ahead. We've expanded programs, deepened partnerships, and celebrated milestones, creating a stronger foundation for children and families to thrive.

One of this year's highlights was the continued success and expansion of our Wake ThreeSchool program, which doubled in size for the 2023-2024 school year. This innovative, play-based program serves 3-year-olds who face barriers to early education, giving them essential skills for success both inside and outside the classroom. In June, we were thrilled to launch our inaugural Block Party and Resource Fair, a community engagement event which gathered over 1,500 children and families to celebrate early childhood, participate in fun activities and connect with vital programs and services. This event was a powerful reminder of how important it is to be engaged with and supportive of the community we serve.

We also worked to strengthen our relationships with community partners. We hosted our first annual *Funded Partner Gathering*, held our second annual *Pre-K Application Event and Resource Fair*, and reinforced our role as conveners of Wake's early education network through initiatives like the Kid Connect Tours and the

Wake Early Childhood Action Plan. Additionally, our partnership with Advance Community Health has been key in expanding access to essential health services for young children, ensuring that our families also have the resources they need to support their

children's health and well-being. These efforts, and many others, are helping build a stronger early education system in Wake County.

While we've made great progress, we recognize that there is still much to be done. Public funding levels do not meet the demand for early education in Wake County. To ensure every child has access to the opportunities they deserve, Wake County Smart Start remains committed to advocating for increased private investment in early childhood education. With support from the private sector, I am confident we can build a brighter future for all of Wake County's children.

This year's achievements highlight the power of collaboration and our shared commitment to nurturing the growth and development of young children. I am deeply grateful to all our stakeholders for their hard work and unwavering dedication to our mission. As we move forward, I am excited about what's to come and the lasting impact we will have on the future of our community.

Warmly,

Katherine Williams

Wake County Smart Start Board Chair

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Investing in Young Children, Families and a Brighter Future Together

Mission

Wake County Smart Start (WCSS) invests in young children, their families, and a connected early childhood system that supports and prepares them for school and life ahead.

Vision

Together as a community, we envision a bright, prosperous future for Wake County where all young children are happy, healthy, and able to reach their full potential.

Our Priorities



MISSION

Enhancing Family Engagement and Leadership Improving Data-Driven Decision-Making

What We Do

We provide early education programs, expand access to high-quality child care, fund local organizations and connect families to essential support services. Most importantly, WCSS serves as a convener, bringing together community partners such as education providers, healthcare, and early intervention services to create a comprehensive support system for children and families. Our work focuses on five key areas:

- Preschool for 3- and 4-year-olds
- Quality Child Care + Healthy Initiatives
- Home + Group Support
- Early Literacy
- Program Funding

Case for Support

Reaching children in the first 2,00 days of life, during their most rapid period of brain development, leads to a lifetime of improved outcomes including:

- Education: Creates better outcomes in education
- Health: Improves physical & social-emotional health
- Income: Increases lifelong employment & family income
- Workforce: Creates a pipeline for a well-trained workforce
- Financial Benefits: Reduces future societal costs



Governor Roy Cooper visits Academically Based Child Care to push for increased funding for Early Care and Education.

Community Connection Events

NC Pre-K Application Event & Resource Fair

On July 15, 2023, we held our NC Pre-K Application Event, now an annual event for our agency! This year, we expanded it by introducing a Resource Fair featuring 12 community agencies sharing early childhood resources and services for families. We were also excited to highlight many of our NC Pre-K sites, which offered hands-on learning activities. A special thank you to our premier sponsor, Project Catch, for contributing food, Kindle giveaways, an inflatable jump rental, and an event DJ. Partnering agencies included Wake Up and Read, which provided free books, WIC, which shared food assistance resources, and Advance Community Health, which offered information about medical services for families without insurance. The event was a great success, with over 146 families completing their





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- Community



In June 2024, we held our inaugural WCSS Block Party, focused on early childhood, at Roberts Park in southeast Raleigh.

Over 1500 children and their families attended and enjoyed a day of community, interactive activities and connection to early childhood resources in Wake County.

Planned with support from community leaders, the goal of the event was to bring

together families, raise awareness of Wake County Smart Start, and provide access to local, early childhood resources. The Block Party also featured a variety of activities including a story walk, yoga, cooking demonstrations, a basketball clinic, touch-a-truck with community helpers, and a resource zone with 29 informational vendors. The day started with a sensory friendly hour, a calming zone was offered throughout the event, Diaper Train distributed diapers and Food Bank of Central and Eastern NC donated food.

We are incredibly proud to have hosted the WCSS Block Party, an event that brought the local community together and welcomed all. We look forward to making this an annual event for years to come.

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Partner



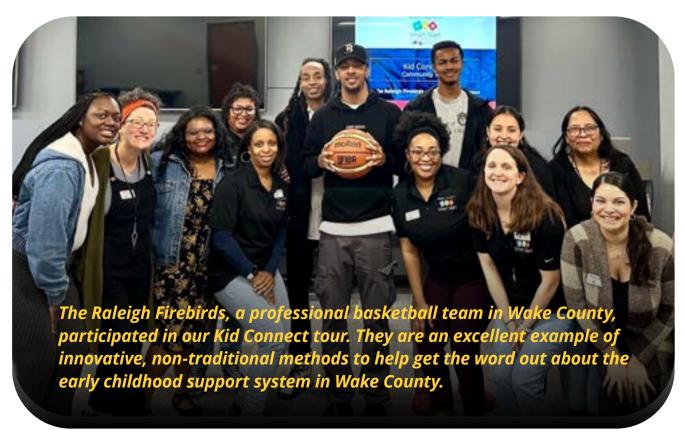
KID CONNECT

Kid Connect is designed to build lasting partnerships with community leaders and organizations to connect underserved Wake County children to early childhood programs and resources. The program provides education and guidance on accessing vital early childhood services, equipping partners with the tools they need to better support young children and their families. The initiative also serves as a bridge-builder, bringing stakeholders together to network, raise awareness about WCSS programs, and work collaboratively to help families make informed decisions about early education.



KID CONNECT COMMUNITY PARTNER TOURS

Launched in August 2023, in response to community feedback, the Kid Connect Partner Tours aim to strengthen relationships and build trust with key community partners. These tours invite diverse stakeholders, including grass-roots leaders, faith-based organizations, board members, and other non-traditional partners, to visit the WCSS office and connect directly with program staff. Rooted in transparency and mutual support, the tours raise awareness of the early childhood system, deepen understanding of WCSS programs, facilitate data sharing, and identify collaboration opportunities. They also create space for dialogue, allowing for new perspectives on community strengths, needs, and the role of community "ambassadors" to share information with families.



KID CONNECT FAMILY RESOURCE FAIRS

The Kid Connect Family Resource Fairs, a new addition to the Kid Connect Initiative, was created to support communities facing significant barriers to access. These tailored events bring resources directly to families by partnering with local communities to co-plan and identify their most pressing needs. The smaller scale of these events allows for more meaningful, personal interaction, helping families get their questions answered, connect with programs, and receive support.

In April, we hosted the first-ever Kid Connect Resource Fair at the Wake County Housing Authority. The event featured 10 community resource vendors alongside WCSS programs and drew an estimated 50 attendees. Designed with input from residents, the fair focused on providing resources that aligned with community priorities. Participating vendors included Dress for Success, Haven House, Fundamental Reading Center, Alliance Health, and others. This pilot event highlighted Kid Connect's commitment to meeting families where they

are—bringing resources to their doorsteps, offering immediate access to support, and strengthening community engagement.



Wake ThreeSchool Expansion

Following a successful pilot year in 2022-2023, our pioneering Wake ThreeSchool program **doubled** in size for the 2023-2024 school year. This play-based, early learning program is designed to support Wake 3-year-olds who face significant barriers to early education. Wake ThreeSchool helps children develop crucial social-emotional skills, overcome learning challenges and build a strong foundation for Pre-K and Kindergarten. Thanks to the generous, financial support of the

County Commissioners, we've been able to expand the program and increase the number of children served. However, to fully meet the demand for the program in Wake County, private investment is crucial to help bridge the funding gap and ensure every child has access to this life-changing opportunity.



In the News!

CBS reports on the Year 2 expansion of Wake ThreeSchool at Wanda's Little Hands.



"Since enrolling [in Wake ThreeSchool], we've seen a significant improvement in her English language skills. It's been amazing to observe how her vocabulary has expanded and how much more confident she is in communicating in English, which isn't her first language. The immersive environment and daily interactions have greatly facilitated her language development."

- Nahed Abu Zaid Wake ThreeSchool Parent, SY 23-24



Dorothy

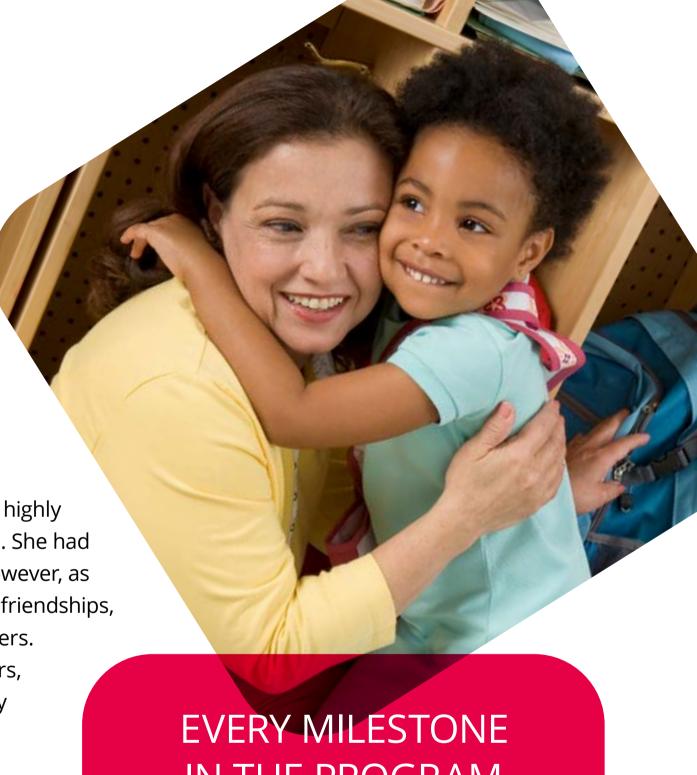
STUDENT

NC PRE-K, WAKE COUNTY SMART START

Remarkable Growth: Dorothy's Transformation in NC Pre-K

When Dorothy Cosentino entered the NC Pre-K program, she was highly dependent on her mom and struggled with social-emotional skills. She had difficulty connecting with others and avoided physical contact. However, as the year progressed, Dorothy made remarkable strides—forming friendships, gaining social-emotional skills, and even learning to hug her teachers. She also developed academically, mastering the alphabet, numbers, and smooth classroom transitions. By the end of the year, Dorothy earned the "Most Improved Overall" award.

Her growth was especially meaningful given her autism diagnosis. Each achievement, no matter how small, was a success for Dorothy and her mother, who faced the challenge of raising two young children after the loss of her husband. Every milestone in the program was an important step forward, preparing Dorothy for success in kindergarten and life ahead.



IN THE PROGRAM
WAS AN IMPORTANT
STEP FORWARD

The Holland-Faison Family

FAMILY PARTICIPANTS

BABY STEPS / LITTLE STEPS, FUNDED PROGRAM

The Power of Community and Support

Ashley, a single mother of five, wanted a fresh start when she enrolled in programs at StepUp Ministry. Facing unemployment and housing instability, Ashley needed support. What she found at StepUp Ministry changed both her life and the life of her 5-year-old daughter, Makenzie.

Makenzie, once shy and reserved, flourished in StepUp Ministry's *Little Steps*. With a safe space to play, explore, and build friendships, she grew more confident and outgoing. "It's been incredible to watch her grow," says Ashley, proud of her daughter's transformation.

For Ashley, knowing Makenzie was in a safe, nurturing environment allowed her to focus on her own growth. The support from StepUp Ministry, including case managers and practical resources, helped her navigate challenges. "I feel secure and supported, and that's everything to a mother like me," Ashley reflects.

Today, the Holland-Faison family is thriving. Ashley's resilience continues to inspire others, while Makenzie embraces life with newfound excitement. Together, they are real-life proof of the transformative power of community and support.



Maria, José, & Ana

FAMILY PARTICIPANTS, HOME VISITING SERVICES CRIANZA CON CARIÑO, SAFECHILD

Maria, her husband José, and their three-year-old daughter Ana arrived in the U.S. in 2023, seeking a better life. By April 2024, Maria found herself arrested and separated from Ana due to misunderstandings of U.S. child safety laws. A fine for an improperly secured car seat and briefly leaving Ana unattended in the car led to charges of child neglect and a restraining order, keeping Maria away from her daughter. As a result, Ana became anxious and withdrawn, and José had to quit his job to care for her.

Homeless and overwhelmed, Maria joined the Crianza con Cariño program. Despite feeling guilty, she engaged fully in every class. Although Ana's emotional state worsened, with support from the Crianza con Cariño team, Maria learned about child safety laws she wasn't aware of, common for many immigrant parents. Crianza also connected her with a therapist and provided José tools to comfort Ana. Additionally, they advocated for Ana's emotional well-being with Child Protective Services and the courts, and after nine sessions, the restraining order was finally lifted, allowing the family to reunite.

Today, Maria, Ana, and José are healing and thriving as a family. When José chose to join the program, it further strengthened their bond. Their story demonstrates that Crianza con Cariño is more than a parenting program—it is a lifeline, providing guidance, compassion, and unwavering support during challenging times.

2023-24 At a Glance

PROGRAM AND SERVICE REACH



4-year-olds servedby Wake Pre-K in110 classrooms at60 facilities acrossWake County.



3-year-olds served by Wake ThreeSchool in 16 classrooms at 16 facilities across Wake County.

IN THE COMMUNITY



Provider and educator trainings held to improve child care quality, including healthy initiatives.



Outreach team events

where we connected with families to promote education, literacy and other programs.



Linkages made for family support through Wake Connections which connects families to home visiting programs, group support and community resources.



Children served by our 18 early childhood funded partners.

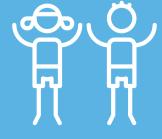
300 Families participated in **parent support groups or classes.**

316 Families received **services at home** to promote developmental growth and well-being of young children.

284 Children received case management services.



OVERALL



Wake County Smart Start served nearly 40,000 children in fiscal year 2023-24.



82% of child care facilities in Wake County benefited from our programs.

Wake Tech Apprenticeship Program

We are proud to be a key partner in the Wake Tech Apprenticeship Program, part of Governor Cooper's Building Bright Futures initiative, which supports students pursing careers in Early Childhood Education (ECE). This program is a partnership between WCSS, Wake Tech Community College, and Wake County Public Schools, benefiting both ECE programs and apprentices. ECE programs receive a 50% wage match reimbursement for apprentices, while apprentices gain hands-on experience, mentorship, and education—all while earning a paycheck. The program helps increase the number of qualified ECE professionals by offering financial support and resources for both high school pre-apprentices and adult apprentices. In FY 23-24, 23 ECE

programs participated, with 24 apprentices enrolled. By fostering growth in the early childhood workforce, the program ensures more families and employers have access to quality child care.



Growing Healthy Futures: WCSS Garden Initiatives

Wake County Smart Start is helping young children develop healthy habits through our garden-focused initiatives. Thanks to funding from Smart Start grants and the Centers for Disease Control and Prevention (CDC) State Physical Activity and Nutrition (SPAN) grant, we supported 29 ECE programs with grants to help them create garden spaces for growing fresh fruits and vegetables. These garden projects not only promote nutrition but also engage children in hands-on learning.

Additionally, our partner, Chef John,

led 10 training sessions for ECE program staff, teaching them how to incorporate garden-grown produce into meals for young children.
Through these efforts, we're fostering healthier eating habits and enriching the ECE learning environments.



Our Funding Process

Every three years, WCSS evaluates community needs to identify programs and/or proposed models that will provide direct services to children, families, child care facilities and community organizations. These programs follow evidence-based practices, align with WCSS strategic priorities, and address established needs. We ensure that all funded programs are carefully monitored and evaluated. In fiscal year 2023-24, we are proud to have allocated \$12,945,015 to local early childhood programs.

Agency

Partner Program

BOOK HARVEST Book Babies

CATHOLIC CHARITIESSchool Readiness Services for Hispanic Children

FAMILY RESOURCE CENTER SOUTH ATLANTIC Home Instruction for Parents of

Preschool Youngsters (HIPPY)

Building Family Support FIESTA CRISTIANA

LUCY DANIELS CENTER SecurePath

.Resilience, Empowerment, Access for PASSAGE HOME

Children Experiencing Homelessness (REACH)

PROJECT ENLIGHTENMENT/....OFFICE OF EARLY LEARNING Parents as Teachers

SAFECHILD Crianza con Cariño

STEPUP MINISTRY Baby Steps/Little Steps

TRIANGLE AREA PARENTING SERVICES......Program for Early Parent Support

WAKE COUNTY SMART START......NC Pre-Kindergarten

WAKE COUNTY SMART STARTQuality Enhancement

WAKE COUNTY SMART STARTSystem Improvement and Public Engagement (SIPE)

Family Navigation

WAKE HEALTH AND HUMAN SERVICES Child Care Health Consultation



Advance Community Health Partnership

We are grateful for our work with Advance Community Health (ACH) in expanding access to healthcare for young children and their families. In 23-24, ACH provided health resources at our NC Pre-K Application events. During these events, ACH shared information about their medical services, offering support to families without a medical provider or insurance.



ANNUAL COMMUNITY EVENT: Pastries with Partners



A great time was had by all at the **4th Annual Pastries with Partners** event, where our early education network came together to celebrate the incredible work being done to support young children and families in Wake County. As we continue to serve as the convener of the early education system in Wake, the event's attendance grew, reflecting the growing collaboration within our community. Special thanks to Union Special Bakery for providing the delicious pastries, and to our board members and elected officials for connecting directly with those doing the impactful work.

Our Collaborations

ECI Projects

- Resilience, Empowerment, Access for Children Experiencing Homelessness (REACH)
 - Go NAPSACC
 - Center for Environmental Farming System (CEFS)-Farm2ECE*
- Wake County Cooperative Extension*
- Wake County Government/Food Security Office – ECE Food Hub*
- Food Bank of Central & Eastern North Carolina*
- Natural Learning Initiative (NLI) -Preventing Obesity By Design*
- Wake County Apprenticeship Program Wake Tech, Wake County Public School System, Building Bright Futures Initiative
- * Healthy Initiatives

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NC PreK Collaborative Projects

- Wake Pre-K Collaborative: Wake County Smart Start, Telamon Head Start, Wake County Public School System
- Wake County Regional Centers
 - Departure Drive Regional Center
 - Eastern Regional Center
 - Northern Regional Center
 - Southern Regional Center
 - Sunnybrook Regional Center

- Information Sessions & Recruitment Events: Resource Partners
 - Advance Community Health
 - WIC
 - Smiles at Sunnybrook
 - Telamon Head Start
 - NBT Soccer
 - Salvation Army- Project CATCH
 - NC Works
 - Child Care Subsidy
 - Child Injury Prevention
 - Wake County Public Library (bookmobile)
- Crosby Advocacy Committee
- Transition to Kindergarten Committee

Wake ThreeSchool Projects

- US Committee for Refugees and Immigrants (USCRI)
- Teaching Strategies
- Transforming Early Childhood Education, LLC
- Community Partnerships, Inc.
- Telamon Head Start
- Child Care Subsidy
- Early Years (formerly Child Care Services Association)

- Crosby Advocacy Committee
- NC Dept. of Health and Human Services
- Wake County Public School System
- Reflective Teaching, LLC
- NC Div. of Child Development and Early Education
- Learning Together
- Kaleidoscope Young Children's Mental Health Collaborative

SIPE Collaborative Projects

CROSS SECTOR COALITIONS / COMMUNITY COLLABORATIVES

- Wake Local Interagency Coordinating Council (LICC)
- Wake Up and Read
- Early Literacy and Outreach Community of Practice
- Alianza Latina Pro-Educación en Salud (ALPES)

KEY COLLABORATIVE PROJECTS

- Kid Connect Family Resource Fair
 - Wake County Housing Authority (WCHA)
 - Wake Forest WCHA Community
- Family Engagement and Leadership (FEL) Groups at Peach Road Cultural Center
 - Wake Up and Read
- Wake Connections Lunch and Learn: Intimate Partner Violence and Considerations for Home Visiting Providers

Panelists from:

- InterAct
- SAFEchild
- Lucy Daniels Center



Wake Early Childhood Action Plan (Wake ECAP)

We were proud to have led the community-driven initiative to create a comprehensive plan supporting the growth and development of young children in Wake County, from conception-age 5. With input from over 100 community members, including families, nonprofit leaders, educators, medical professionals, and elected officials, Wake ECAP prioritizes access and aims to improve early childhood outcomes. This marks the successful completion of Phase I of Wake ECAP, a significant step forward in fostering a brighter future for young children in Wake County.





Finances

Wake County Smart Start Revenue FY 23/24

TOTAL \$30,053,220*

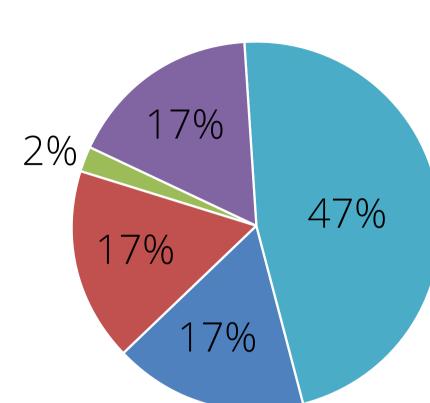
*Includes \$4,983,458 of pass-through funds, Child Care Subsidy

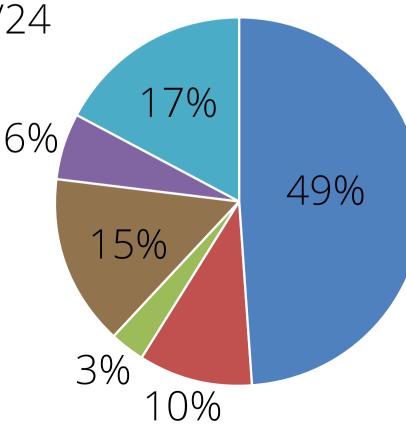
State Awards and Contracts	\$14,256,285
Federal Awards	\$5,132,990
Local Awards	
Private Contributions and Interest	 \$506,659
Smart Start funds, Child Care Subsidy (through Wake County Human Services)	\$4,983,458

Wake County Smart Start Functional Expenditures FY 23/24

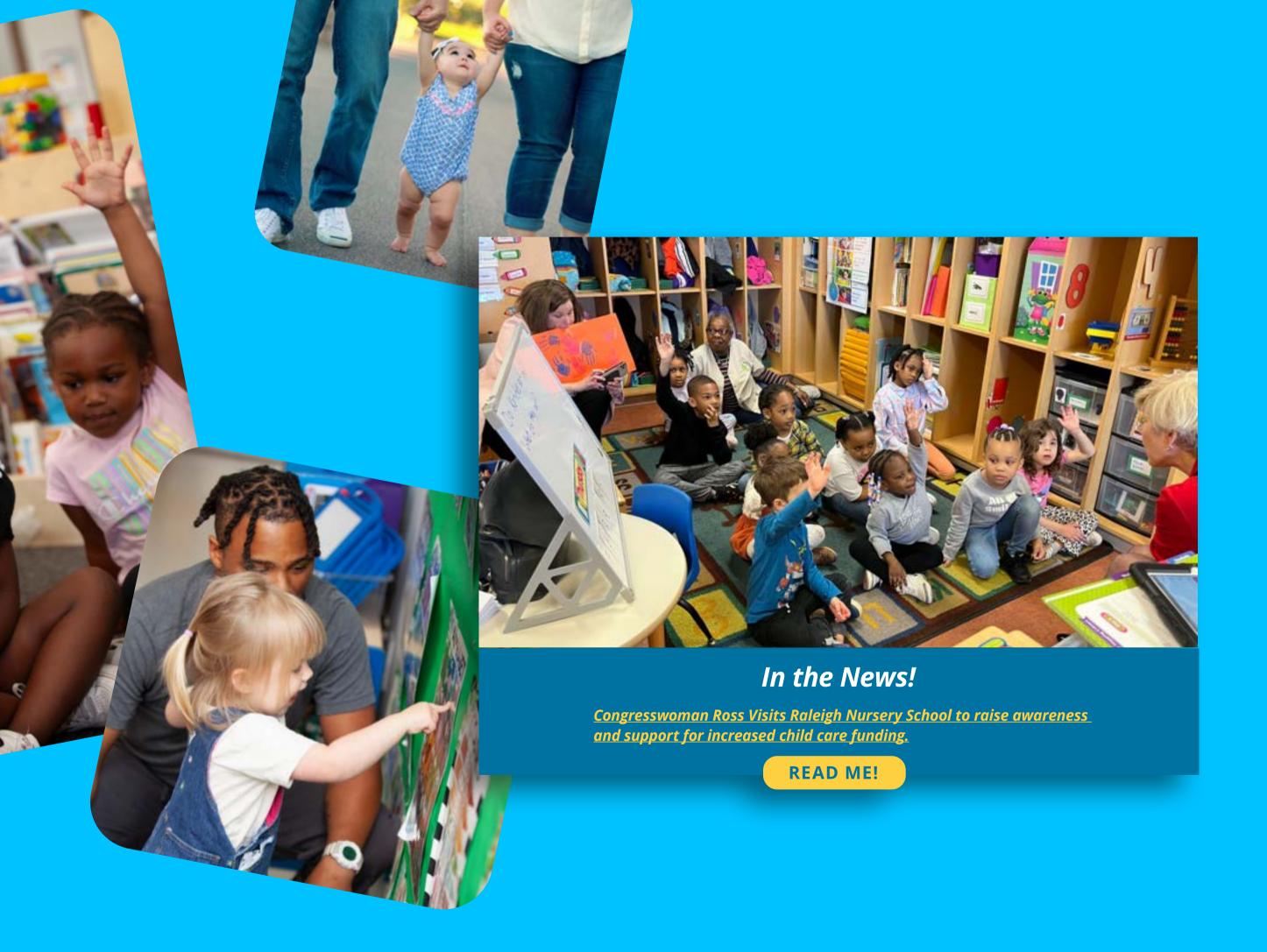
TOTAL \$29,947,204

NC Pre-Kindergarten	\$14,715,727
Wake ThreeSchool	\$2,903,975
Child Care and Education Quality	\$838,930
Family Support/Health and Safety	\$4,528,767
Program Support	\$1,976,347
Child Care Subsidy(through Wake County Human Services)	\$4,983,458









Moving Our Mission Forward

Our 2023-2024 year has been one of growth and impact for Wake County Smart Start, and we are excited to share the progress we've made in supporting young children and families. From expanding our Wake ThreeSchool program to hosting our first Block Party, we've made significant strides in providing opportunities for early education and community engagement.

Strengthening community partnerships and improving

access to essential services have also been at

the heart of our efforts.

While we're proud of what we've accomplished together, much work remains. We rely on your support to ensure we can continue investing in young children, their families, and a connected early childhood system. We are incredibly grateful to our donors—your generosity makes this work possible. Please consider making a donation today so we can continue moving our mission forward. To donate, visit www.wakesmartstart.org/donate.

Donors

Matthew Ellinwood Jeffrey & Jennifer Adams **Christine Alvarado Environmental** Federation of NC **American Online Giving Foundation Commissioner Susan Evans** Laura Baker Karen Ferguson Rep. Cynthia Ball **Robert Ferrall Patti Beardsley Fidelity Charitable Blue Cross and Blue** Shield of NC Foundation **Jennifer Fife Barbara Morales Burke Kacie Fletcher** Sue Bush Matt Glova **Gary Carr** Liz Hamner **Community Health Charities** Lisa Hartung **Nikia Coates** David & Kella Hatcher **Dale Cousins** Gayle & Sean Headen **Creating Healthier** Sherry & David Heuser Communities **Carl Holleman Matthew Crotty** Jessica Holmes Mickey & Jack Holt **Dee Darkes** Sig & Nancy Hutchinson **Dorothy Debnam** Robert & Pam Dowdy Gizem Imece **Heather Drennan**

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Norman

Lt. Col. Joe Wolozyn

Chris Woodling

Y

James Young



2023-24 Volunteers

Α

Angela Alger-Walker Bilal Ali Brooke Atkins Maryam Aziri

В

Jan Baker
Allison Barbee
Krista Barbour
Amy Barefoot
Connie Batten
Linda Bauer
Nate Benton
Deanna Bledsoe
Kimly Blount
Kevin Bobbitt
Nicole Boone
Teresa Boykin

Gemma Brodney

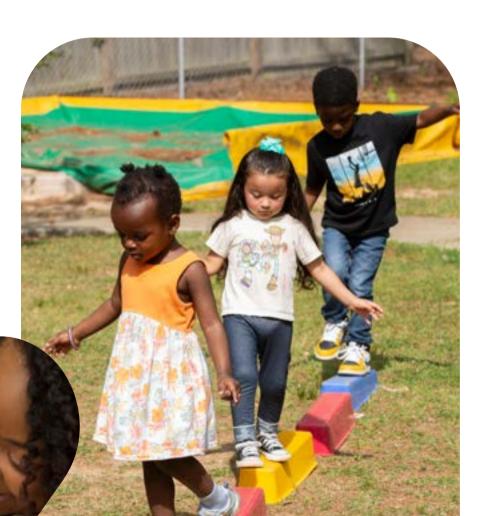
Veronica Brown

Nicole Butters

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C
Bridgette Campbell
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Julia Swanner

Т **Ienna Tarleton** Lisa Terry **Christy Thalheimer Annette Thomlinson Kristin Thornburg** Lidia Tiller Nyla Tiller Laura Tirado Takesha Trapp V Alika Vail Claudia Vazquez Tonya Venable W **Dillie Wagley** Willi Webb **Claudette West Shannon White Shantel White Katie Whitehall Shanice Wilkins Antionette Williams Katherine Williams** Kim Wimberly

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Ruth Roldan
Denise Rossi

Tia Rowland-Webb Alex Setzer Gina Soceanu Giovanni Torres Taushau Wilkinson Natasha Williams Taylor Young



Gayle Headen and Commissioner
Thomas at the Wake State of the
County 2023, Better Together. Gayle
participated in a panel discussion
on the power of local partnerships.



2023-24 Board of Directors

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Nikia Coates

PNC Financial Services

Heather Drennan

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Matthew Ellinwood

North Carolina Justice Center

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Wake Technical Community College

Amelia Muse

Foundation for Health Leadership & Innovation

Ronetta Pearsall

Little Hands N Feet Child Care Center

Antonia Pedroza

Wake County Human Services

Colleen Roache

Wolfspeed

Cheryl Stallings*

Wake County Board of Commissioners

Tonya Venable

NC Head Start, Telamon Corporation

Joe White

NCSU Libraries

Katherine Williams

NC Cooperative Extension/ Wake County Center

Stacey Wilson-Norman

Wake County Public School System

* Cheryl Stallings is an alternate member

NEW BOARD MEMBERS, JULY 2023

Ronetta Pearsall (Center-Based Child Care Provider)

Ronetta Pearsall has over 23 years of experience in Early Childhood Education and is the Owner/Director of Little Hands N Feet Child Care Center in Raleigh, an NC Pre-K site since 2016. She has professional and volunteer experience in board governance with a focus on advocacy, communications, data evaluation, human resources, racial equity and strategic planning. Raised by a single mother, Ronetta's personal experiences have fueled her passion for helping children and families overcome obstacles to learning.

Dr. Stacey Wilson-Norman (Wake County Public School System)

Dr. Stacey Wilson-Norman is the Chief Academic Advancement Officer for the Wake County Public School System. Previously, she was Chief Academic Officer for Cumberland County Schools and Deputy Superintendent of Academic Services for Durham County Schools. She has also served as Co-Chair of the Durham Partnership for Children. With extensive experience in Pre-K, Dr. Wilson-Norman understands the critical role early childhood education plays in a child's success. She would like to leverage her expertise in strategic management, stakeholder relations, advocacy, and cultural competence to support WCSS's mission.

